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 (c) format only 2004 The Dialog Corporation
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 File 5:Biosis Previews(R) 1969-2005/Jun W4
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 File 18:Gale Group F&S Index(R) 1988-2005/Jun 30
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 (c) 2005 Aristarchus Knowledge Indus.
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 (c) 2005 PRA Coat. Tech. Cen.
 File 34:SciSearch(R) Cited Ref Sci 1990-2005/Jun W4
 (c) 2005 Inst for Sci Info
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 (c) 2005 ProQuest Info&Learning
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 File 48:SPORTDiscus 1962-2005/Dec
 (c) 2005 Sport Information Resource Centre
 File 50:CAB Abstracts 1972-2005/May
 (c) 2005 CAB International
 File 51:Food Sci.&Tech.Abs 1969-2005/Jun W4
 (c) 2005 FSTA IFIS Publishing
 File 53:FOODLINE(R): Science Sight 1972-2005/Jun 13
 (c) 2005 LFRA
 File 63:Transport Res(TRIS) 1970-2005/Apr
 (c) fmt only 2005 Dialog Corp.
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 (c) 2005 Elsevier Science Ltd.

File 71:ELSEVIER BIOBASE 1994-2005/Jun W3
 (c) 2005 Elsevier Science B.V.
 File 73:EMBASE 1974-2005/Jun 29
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 (c) 2005 The Thomson Corporation
 File 75:TGG Management Contents(R) 86-2005/Jun W3
 (c) 2005 The Gale Group
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 (c) 2002 General Mills
 File 80:TGG Aerospace/Def.Mkts(R) 1982-2005/Jun 30
 (c) 2005 The Gale Group
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 (c) 2005 MIRA Ltd.
 File 88:Gale Group Business A.R.T.S. 1976-2005/Jun 28
 (c) 2005 The Gale Group
 File 91:MANTIS(TM) 1880-2005/Jun
 2001 (c) Action Potential
 File 93:TableBase(R) Sep 1997-2005/Jun W3
 (c) 2005 The Gale Group
 File 94:JICST-EPlus 1985-2005/May W2
 (c)2005 Japan Science and Tech Corp(JST)
 File 96:FLUIDEX 1972-2005/Jun
 (c) 2005 Elsevier Science Ltd.
 File 98:General Sci Abs/Full-Text 1984-2004/Dec
 (c) 2005 The HW Wilson Co.
 File 99:Wilson Appl. Sci & Tech Abs 1983-2005/May
 (c) 2005 The HW Wilson Co.
 File 101:Disclosure Database(R) 2005/Jun W4
 (c) 2005 Thomson Financial
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 (c) 2005 Contains copyrighted material
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 (c) 2005 Contains copyrighted material
 File 110:WasteInfo 1974-2002/Jul
 (c) 2002 AEA Techn Env.
 File 111:TGG Natl.Newspaper Index(SM) 1979-2005/Jun 30
 (c) 2005 The Gale Group
 File 112:UBM Industry News 1998-2004/Jan 27
 (c) 2004 United Business Media
 File 115:Research Centers & Services 1994-2005/Jan
 (c) 2005 Gale Research Inc.
 File 118:ICONDA-Intl Construction 1976-2005/Jun
 (c) 2005 Fraunhofer-IRB
 File 122:Harvard Business Review 1971-2005/Jun
 (c) 2005 Harvard Business Review
 File 129:PHIND(Archival) 1980-2005/Jun W3
 (c) 2005 T&F Informa UK Ltd
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 (c) 2005 McGraw-Hill Companies Inc
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 (c) 2005 McGraw-Hill Co. Inc
 File 135:NewsRx Weekly Reports 1995-2005/Jun W3
 (c) 2005 NewsRx
 File 139:EconLit 1969-2005/Jun
 (c) 2005 American Economic Association
 File 141:Readers Guide 1983-2005/Dec
 (c) 2005 The HW Wilson Co

Set	Items	Description
S1	4099	(TRACK? OR MONITOR? OR ASSESS?) (5N) (MARKET() RESEARCH)

S2	9	S1(5N) (COMPUTER? OR AUTOMATE?)
S3	9	S2 NOT PY>2000
S4	8	RD (unique items)
S5	186717	(MULTI OR MULTIPL?) (5N) (CHANNEL OR CHANNELS)
S6	43	S1 AND S5
S7	0	S6(5N) (TIME() (PERIOD OR PERIODS))
S8	135437	(SELECT OR CHOOS? OR IDENTIF?) (5N) (STYLE? OR DESIGN OR DES- IGNS OR DISPLAY?)
S9	45	S1 AND S8
S10	699989	(NUMBER OR VALUE OR UNIT OR UNITS OR QUANTITY OR QUANTITIE- S) (5N) (SOLD OR SALES OR SELLING)
S11	306	S1 AND S10
S12	0	S6 AND S9 AND S11
S13	43	S6 NOT S9
S14	30	S13 NOT PY>2001
S15	23	RD (unique items)
S16	45	S9 NOT S15
S17	30	S14 NOT PY>2005
S18	45	S16 NOT PY>2005
S19	39	RD (unique items)

4/5/1 (Item 1 from file: 6)

DIALOG(R)File 6:NTIS

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1807194 NTIS Accession Number: PB94-162054

Evaluation of the E-TRAN Vehicle Propulsion Concept (Final Report 1992-1993)

Hennessey, M. P. ; Donath, M.

Minnesota Univ., Minneapolis. Dept. of Mechanical Engineering.

Corp. Source Codes: 012002092

Sponsor: Minnesota Dept. of Transportation, St. Paul. Office of Research Administration.

Report No.: MN/RC-94/03

Jan 94 58p

Languages: English

Journal Announcement: GRAI9415

Sponsored by Minnesota Dept. of Transportation, St. Paul. Office of Research Administration.

Order this product from NTIS by: phone at 1-800-553-NTIS (U.S. customers); (703)605-6000 (other countries); fax at (703)321-8547; and email at orders@ntis.fedworld.gov. NTIS is located at 5285 Port Royal Road, Springfield, VA, 22161, USA.

NTIS Prices: PC A04/MF A01

Country of Publication: United States

Contract No.: MN/DOT-69777-90

The viability of the patented E-TRAN electric roadway and vehicle concept was examined from an engineering systems point of view. Specific recommendations are made regarding the end-usage and development of the propulsion concept. Based on this study, two research areas were identified and investigated in more detail: (1) quantify the auxiliary power needs due to power input discontinuities and (2) the dynamic effects of road pantograph bounce. Auxiliary power needs arise of power input discontinuities, either due to: (1) power strip segment failures, (2) lane changing, and/or (3) E-TRAN grid discontinuities, which includes getting the vehicle to and from the grid. Simulation results indicate that power strip segment failures will have the least effect on system performance. E-TRAN grid discontinuities will have serious effects on the system while the effects of lane changing will affect performance at a level in between the other two. The dynamic effects of a road pantograph in contact with a road mounted power strip was also studied, first using simulated models and then verified by experiment. From a mechanical point of view, key issues that affect the design include friction, wear and dynamic bounce effects. Since good correspondence was achieved between the experimentally measured and simulated support forces and pantograph angular displacement, the models can be used for future design analysis.

Descriptors: *Electric automobiles; Electric power transmission; Technology **assessment** ; **Market research** ; Electric contacts; Road tests ; **Computerized** simulation; Mathematical models; Profile measurement

Identifiers: E-TRAN; NTISDOTTSC

Section Headings: 85H (Transportation--Road Transportation); 49GE (Electrotechnology--General); 97E (Energy--Electric Power Transmission)

4/5/2 (Item 2 from file: 6)

DIALOG(R)File 6:NTIS

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0916496 NTIS Accession Number: N81-30048/5/XAB

Obstacle Detectors for Automated Transit Vehicles: A Technoeconomic and Market Analysis

Lockerby, C. E.

Sylvia Keys

30-Jun-05 09:22 AM

SRI International, Menlo Park, CA.
Corp. Source Codes: 055876000; SY423852
Sponsor: National Aeronautics and Space Administration, Washington, DC.
Report No.: NASA-CR-164661
Dec 79 51p
Languages: English
Journal Announcement: GRAI8125; STAR1920
Order this product from NTIS by: phone at 1-800-553-NTIS (U.S. customers); (703)605-6000 (other countries); fax at (703)321-8547; and email at orders@ntis.fedworld.gov. NTIS is located at 5285 Port Royal Road, Springfield, VA, 22161, USA.

NTIS Prices: PC A04/MF A01

Country of Publication: United States

Contract No.: NAS2-10143; SRI PROJ. 8134

A search was conducted to identify the technical and economic characteristics of both NASA and nonNASA obstacle detectors. The findings, along with market information were compiled and analyzed for consideration by DOT and NASA in decisions about any future automated transit vehicle obstacle detector research, development, or applications project. Currently available obstacle detectors and systems under development are identified by type (sonic, capacitance, infrared/optical, guided radar, and probe contact) and compared with the three NASA devices selected as possible improvements or solutions to the problems in existing obstacle detection systems. Cost analyses and market forecasts individually for the AGT and AMTV markets are included.

Descriptors: *Automated guideway transit vehicles; *Collision avoidance; *Cost analysis; * **Market research** ; *Remote sensors; Technology **assessment** ; Acoustic sounding; **Automated** mixed traffic vehicles; Capacitance; Infrared detectors; Radar detection; Tradeoffs

Identifiers: NTISNASA

Section Headings: 85H (Transportation--Road Transportation); 85D (Transportation--Transportation Safety); 63A (Detection and Countermeasures--Acoustic Detection); 63C (Detection and Countermeasures--Infrared and Ultraviolet Detection); 63H (Detection and Countermeasures--Radiofrequency Detection)

4/5/3 (Item 1 from file: 13)

DIALOG(R)File 13:BAMP

(c) 2005 The Gale Group. All rts. reserv.

00588197 Supplier Number: 24370006 (USE FORMAT 7 OR 9 FOR FULLTEXT)

TMC(TM) Lab Reviews

(CenterPOINT accelerates customer interaction, contains time management tools, and provides a database for organization; NetLert's main function is a LAN-based messaging system)

Call Center Solutions, v 17, n 3, p 60-71

September 1998

DOCUMENT TYPE: Journal ISSN: 0730-6156 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2673

ABSTRACT:

Presented are the two 1998 Call Center Solutions' editor's choice. TeamPOINT 2.50 from POINT Information Systems Inc., a turnkey system integrated with a database, received an A- rating. Ease of installation depends on the actual database development process. The product came with multiple and voluminous but very informative and well-organized documents. TeamPOINT allows the quick implementation through the application of POINT-and-click processes and script design tools. It also hastens the customer interaction process. It could be accessed by remote users, enabled

by its MobilePOINT. It also has a WebPOINT, which facilitates dialogue, scripts and business transactions to be conducted over the Internet. Other features include MarketPOINT, SalesPOINT and CarePOINT. The second editor's choice is NetLert 1.1 from SoftBase Systems, which received a B rating. It is a LAN desktop messaging software that allows communication over the Internet. It also allows easy message sending. However, during operational tests, a bug was discovered. Messages placed in the directory could not be sent and messages need to be placed in the default NetLert directory. It is recommended that the program language be replaced with Java so that it would run on any platform.

TEXT:

TeamPOINT 2.50 POINT Information Systems. Inc.

20 William Street, Suite 130

Wellesley, MA 02181

Ph: 800-816-9616; Fx: 781-416-2730

Web site: www.pointinfo.com

Price: \$19,500/server; \$1,250-\$4,750 per user based on complexity and components. Contact point for complete pricing information.

From the initial advertising drive to the finalization of sales and customer service, the soundness of the customer relationship is largely dependent upon a strategically coordinated and structured communications effort. Regardless of the industry or market niche, equipping personnel with effective tools to manage customer interactions is critical to the stability of your company. The TeamPOINT product suite from POINT Information provides the technology to integrate a company's sales, marketing and customer care processes within one easy-to-use front-end interface: their open Customer Interaction Platform.

GRAPHICS TYPE: Illustration

COMPANY DEPARTMENT NAME: Information Technology

INDUSTRY NAMES: Network hardware and software; Software

PRODUCT NAMES: Communications software packages, except networking (737251); Networking software packages (737255)

CONCEPT TERMS: Technology evaluation

4/5/4 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01815993 04-66984

USE FORMAT 7 OR 9 FOR FULL TEXT

TeamPOINT 2.50 POINT Information Systems, Inc.

Anonymous

Call Center Solutions v17n3 PP: 60-66 Sep 1998 ISSN: 1521-0774

JRNL CODE: TLM

DOC TYPE: Journal article LANGUAGE: English LENGTH: 4 Pages

WORD COUNT: 1606

COMPANY NAMES:

Point Information Systems Inc

GEOGRAPHIC NAMES: US

DESCRIPTORS: Customer relations; Software reviews

Sylvia Keys

30-Jun-05 09:22 AM

CLASSIFICATION CODES: 2400 (CN=Public relations); 5240 (CN=Software & systems); 9120 (CN=Product specific); 9190 (CN=United States)

ABSTRACT: The TeamPOINT product suite from POINT Information provides the technology to integrate a company's sales, marketing and customer care processes within one easy-to-use front-end interface: their open Customer Interaction Platform. Depending upon the actual database development process, the database portion of the installation can be extremely complicated or plain and simple. The menu options were particularly extensive and appropriately thought out. One place where need for improvement was found was the manner in which files are loaded through the configuration option.

4/5/5 (Item 1 from file: 16)

DIALOG(R)File, 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

01726783 Supplier Number: 42157221 (USE FORMAT 7 FOR FULLTEXT)
IRI Adds Drug Formats To Scanning Network
Supermarket News, p34
June 17, 1991
ISSN: 0039-5803
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 670
PUBLISHER NAME: Fairchild Publications, Inc.
COMPANY NAMES: *Information Resources Inc.
EVENT NAMES: *360 (Services information)
GEOGRAPHIC NAMES: *1USA (United States)
PRODUCT NAMES: *7392100 (Market Research Services)
INDUSTRY NAMES: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition); RETL (Retailing)
NAICS CODES: 54191 (Marketing Research and Public Opinion Polling)
TICKER SYMBOLS: IRIC
SPECIAL FEATURES: COMPANY

4/5/6 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

01376172 Supplier Number: 41634134 (USE FORMAT 7 FOR FULLTEXT)
THREE PARTY ALLIANCE RESULTS IN NEW, COMPREHENSIVE MARKETING SUPPORT PROGRAM FOR IBM AS/400 USERS
News Release, p1
Oct 29, 1990
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 387
PUBLISHER NAME: Various
COMPANY NAMES: *Group 1 Software Inc.; Information Management Associates Inc.; International Customer Solutions Inc.
EVENT NAMES: *380 (Strategic alliances)
GEOGRAPHIC NAMES: *1USA (United States); 1U5MD (Maryland)
PRODUCT NAMES: *7372490 (Applications Software NEC); 7372605 (Electronic Mail Software)
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)
NAICS CODES: 51121 (Software Publishers)

TICKER SYMBOLS: GSOF
SPECIAL FEATURES: COMPANY

4/5/7 (Item 1 from file: 63)
DIALOG(R)File 63:Transport Res(TRIS)
(c) fmt only 2005 Dialog Corp. All rts. reserv.

00314371 DA

**TITLE: AUTOMATED GUIDEWAY TRANSIT SOCIO-ECONOMIC RESEARCH PROGRAM FINDINGS,
1976-1979**

AUTHOR(S): Nawrocki, R; Zumwalt, BA

CORPORATE SOURCE: Mitre Corporation, Metrek Division, 1820 Dolley Madison
Boulevard , McLean, VA, 22102, Urban Mass Transportation
Administration, 400 7th Street, SW , Washington, DC, 20590,

REPORT NUMBER: MTR-79W00351 Final Rpt.;UMTA-IT-06-0176-80-1

Pag: 102p

PUBLICATION DATE: 19800200 PUBLICATION YEAR: 1980

LANGUAGE: English SUBFILE: RRIS; NTIS (R 8101; N)

SOURCE ACCESSION NUMBER: u8018

AVAILABILITY: National Technical Information Service; 5285 Port Royal Road
; Springfield; VA ; 22161

ORDER NUMBER: PB80-184633

FUNDING TYPE: Contract

CONTRACT/GRANT NUMBER: DOT-UT-50016

DATA SOURCE: National Technical Information Service

ABSTRACT: This report summarizes initial findings from the ongoing AGT
Socio-Economic Research Program of the UMTA. The program addresses the
operational performance, social, economic, environmental, and
institutional issues associated with AGT technology to determine where
and under what conditions AGT will prove to be a feasible urban public
transportation mode. The report includes: (1) a review of
empirically-based assessment data on the performance, costs, and public
acceptability of operational AGT systems; (2) an analysis of urban AGT
feasibility concentrating on AGT ridership potential and associated
costs relative to other public transportation modes; (3) an
investigation of potential socio-economic and environmental impacts of
urban AGT deployment; and (4) an analysis of the nature and magnitude
of the potential national market for AGT technology.

DESCRIPTORS: *URBAN TRANSPORTATION; *PASSENGER TRANSPORTATION; AUTOMATIC
CONTROL; COST ANALYSIS; MAINTENANCE; PERSONNEL; ATTITUDE SURVEYS;
MARKET RESEARCH ; TECHNOLOGY ASSESSMENT ; AUTOMATED GUIDEWAY
TRANSIT; SOCIOECONOMIC FACTORS; PASSENGER TRAVEL DEMAND; TECHNOLOGICAL
FORECASTS; RIDERSHIP; OPERATING COSTS; COMPETITIVE MODES; ENVIRONMENTAL
EFFECTS

SUBJECT HEADING: R11

4/5/8 (Item 1 from file: 104)
DIALOG(R)File 104:AeroBase
(c) 2005 Contains copyrighted material. All rts. reserv.

0000379349

**TITLE: Technology transfer potential of an automated water monitoring
system; market research**

AUTHORS:

Jamieson, W. M.,
Hillman, M. E. D.,
Eischen, M. A.,
Stilwell, J. M.,

Sylvia Keys

30-Jun-05 09:22 AM

PUBLICATION DATE: market resea May 28, 1976

LANGUAGE: English

ORIG REPORT NO: BCL-OA-TFR-76-6

IP ACCESS NO: 77N25006

IP DOCUMENT ID: 19770018062

AVAILABILITY INFORMATION:

FORMAT/PRICE CODE: No Digital Version Available - Order This Document,

ABSTRACT:

The nature and characteristics of the potential economic need (markets) for a highly integrated water quality monitoring system were investigated. The technological, institutional and marketing factors that would influence the transfer and adoption of an automated system were studied for application to public and private water supply, public and private wastewater treatment and environmental monitoring of rivers and lakes. (NASA Center for AeroSpace Information (CASI))
?

15/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

02293643 Supplier Number: 25851839 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Charting The Stars

(It was found that 39% of Gen Y women, 44% of Gen X women and 44% of baby boomer women shop at discount stores for accessories)

Women's Wear Daily Accessories Supplement, p 40+
October 2000

DOCUMENT TYPE: Journal; Survey ISSN: 0149-5380 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1464

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...to these and other important questions, especially since with nearly a dozen product classifications and **multiple** distribution **channels**, the business is virtually a statistical black hole.

...NPD is a leading marketing and information firm with more than 45 years' experience conducting **market research**, **assessing** consumer behavior and **tracking** retail sales. The firm has more than 1,000 employees and offices in 36 countries...

15/3,K/2 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

02158831 Supplier Number: 25697237 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Wireless Mall Lures Advertisers

(With the use of wireless forecast to double in North America over next five years, some advocacy groups have come together to recommend industry-wide guidelines, confronting issues of privacy; revenues from wireless ads could reach \$17 bil by 2005, according to projections)

Wireless Week, v 6, n 19, p 10

May 08, 2000

DOCUMENT TYPE: Journal ISSN: 1085-0473 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1014

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...million mobile phones come into use in North America alone, says the Kelsey Group, a **market research** firm that **tracks** advertising trends.

Kelsey predicts the "eyeballs-to-feet" traffic created by wireless could generate \$6...

...Web companies don't get it. It's wireless. It's handheld. It's all **channels**. It's **multiple** -model marketing."

And it's coming to a soccer game near you.

15/3,K/3 (Item 3 from file: 9)
DIALOG(R)File 9:Business & Industry(R)

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01415114 Supplier Number: 24063025 (USE FORMAT 7 OR 9 FOR FULLTEXT)
MTV: CONTINUED GROWTH IN PROFITS DESPITE INCREASED COMPETITION
(MTV's revenues are expected to increase from \$1.3 bil in 1996 to \$1.58 bil in 1997; it continues to build its empire around the world)
Music & Copyright, n 123, p 11+
October 22, 1997
DOCUMENT TYPE: Newsletter; Company Overview ISSN: 0968-0322 (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2514

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...page 13). But accurate viewing figures exist in only a few countries. In the US **market research** company Nielsen **tracks** television channels. According to it, the 1997 MTV Video Music Awards earned a 7.5...

...content quota and partly because of low cable and satellite penetration. There are only 1m **multi - channel** television homes in France. MTV says creating local programming for the Netherlands and Scandinavia are...

15/3,K/4 (Item 1 from file: 13)
DIALOG(R)File 13:BAMP
(c) 2005 The Gale Group. All rts. reserv.

00702767 Supplier Number: 25703612 (USE FORMAT 7 OR 9 FOR FULLTEXT)
e2k - Who Is The E-Customer?: Identity parade
(Online companies are working to identify the people who make up cyberspace's population; British **Market Research Bureau's Internet Monitor** is one of the most long-running and reliable research sources)
Article Author(s): Reed, David
Precision Marketing, p 17;19
May 15, 2000
DOCUMENT TYPE: Journal ISSN: 0955-0836 (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2209

(USE FORMAT 7 OR 9 FOR FULLTEXT)
(Online companies are working to identify the people who make up cyberspace's population; British **Market Research Bureau's Internet Monitor** is one of the most long-running and reliable research sources)

TEXT:

...is the extent to which online spending really is incremental. For any business considering a **multi - channel** strategy, there has to be a concern about cannibalisation. That remains unanswerable for now, but...
...have just emerged from direct marketing data owners. At the same time, a number of **market research** organisations have been conducting **tracking** studies which are yielding important insights.

The Henley Centre has carried out a lot of...

...the most reliable and long-running research sources for information on E-customers is British **Market Research Bureau's Internet Monitor**, which has been around for at least five years. The four-monthly survey interviews 1...

15/3,K/5 (Item 1 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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02407947 115926520

Linking communication to innovation success in the financial services industry: a case study analysis

Lievens, Annouk; Moenaert, Rudy K; Jegers, Rosette S

International Journal of Service Industry Management v10n1 PP: 23 1999

ISSN: 0956-4233 JRNL CODE: SIM

WORD COUNT: 9513

...TEXT: of the up-front, pre-development activities : idea generation and screening, preliminary market and technical **assessment** , **market research** , financial and business analysis, and concept development and evaluation (Bowen and Bowers, 1986; Ciccantelli and...

...i.e. Alpha and Gamma, proceeded on the basis of a thorough technical and market **assessment** , an in-depth **market research** , and a detailed financial and business analysis. According to the project leader of Alpha, the...1, pp. 41-54.

38. Easingwood, C.J. and Storey, C. (1994), "The value of **multi - channel** distribution strategy", in Bloemen,

15/3,K/6 (Item 2 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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02112933 66890284

Managing the capture of individuals viewing within a peoplemeter service

Gill, John

International Journal of Market Research v42n4 PP: 431-438 Winter 2000

JRNL CODE: JRS

WORD COUNT: 2902

...TEXT: is also a feeling that priorities are now changing. As the viewing environment becomes more **multi - channel** , the audience is fragmenting. The need is to deploy scarce funds into larger sample sizes...

...is measured.

References

Danaher, P.J. & Sharot, T (1994) Cover analysis: a new tool for **monitoring** peoplemeter panels. Journal of the **Market Research** Society, 36, 2, p. 101.

Ephron, E. & Gray, S. (2000) Why We Cannot Afford to...

15/3,K/7 (Item 3 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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02065838 60688660

"Clicks vs. bricks" data helps retailers develop multi - channel customer

strategy

Murphy, Patricia A
Stores v82n9 PP: 168-170 Sep 2000
ISSN: 0039-1867 JRNL CODE: STR

"Clicks vs. bricks" data helps retailers develop multi - channel customer strategy

...ABSTRACT: is true for toy retailers, according to newly compiled data from Transactional Data Solutions, a **market research** firm that **tracks** consumer spending. "Clicks-vs.-bricks" transaction data is the latest service offering from TDS. Dubbed...

15/3,K/8 (Item 4 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01951121 46028822

Marketing's contributions to society

Wilkie, William L; Moore, Elizabeth S
Journal of Marketing v63 PP: 198-218 1999
ISSN: 0022-2429 JRNL CODE: JMK
WORD COUNT: 15467

...TEXT: back into stocking and production plans; through feedback derived from both internal accounting and formal **market research** projects, this firm will **monitor** and adapt its management of this offering. Over time, therefore, consumers' actual use satisfactions and...are retailers that resell to consumers, and another one-half million wholesaling firms (because of **multiple** steps in the wholesale **channel**, total sales of wholesalers are greater than those of retailers). Advertising spending is huge and...

15/3,K/9 (Item 5 from file: 15)
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01704173 03-55163

Better marketing through a principles-based model

Gombeski, William R Jr
Marketing Health Services v18n3 PP: 43-48 Fall 1998
ISSN: 1094-1304 JRNL CODE: JHC
WORD COUNT: 2873

...TEXT: ensure that it's selected, purchased, ordered, delivered, and received by the organization's customers. **Multiple channels** are used more often because of increasing competition and fragmentation of the U.S. market...assess and improve the effectiveness of brochures, advertising, and newsletters, and as a framework for **market research** and performance **tracking**.

The model helps an organization articulate its marketing vision, communicate its strategy, and better understand...

...Journal of Business Strategy, 12, 42-5.

Frazier, G.L. and T.A. Shervani (1992), "**Multiple Channels** of Distribution and Their Impacts on Retailing," in The Future of U.S.

Retailing, R...

15/3,K/10 (Item 6 from file: 15)0
DIALOG(R)File 15:ABI/Inform(R)
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01618763 02-69752

Traveling the information highway

Needle, David

Upside v10n5 PP: 88-92+ May 1998

ISSN: 1052-0341 JRNL CODE: UPS

WORD COUNT: 4263

...TEXT: 1996 to \$816 million in 1997, according to Jupiter Communications LLC, a New York-based **market research** firm that **tracks** online commerce. Travel products include air travel, hotel rooms, car rentals and packaged vacations. Airline...even McDonald's proud.

Miles notwithstanding, Biztravel has yet to establish the brand recognition or **multiple** distribution **channels** (a notable exception being CNNfn.com) of its larger competitors. Biztravel scored a coup earlier...

15/3,K/11 (Item 7 from file: 15)
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01108026 97-57420

Direct marketing: Rise and rise or rise and fall?

Evans, Martin; O Malley, Lisa; Patterson, Maurice

Marketing Intelligence & Planning v13n6 PP: 16-23 1995

ISSN: 0263-4503 JRNL CODE: MIP

WORD COUNT: 5624

...TEXT: like mail order): "Rather it is a means of communication which encompasses both media and **channels**, and **multi**-media and **multi-channels** at that" (Young, 1993, p. 33). It has been traditionally defined as "an interactive system...industries in the long run (Fletcher and Peters, 1994) and in any case contravene the **Market Research Society's** Code of Conduct.

* **Monitor** and evaluate campaigns, not just in terms of response rates and cost per 1,000...

15/3,K/12 (Item 8 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01068410 97-17804

Franchise gold

Phillips, Kent

Beverage World v114n1595 PP: 128 Jul 1995

ISSN: 0098-2318 JRNL CODE: BEV

WORD COUNT: 862

...TEXT: it is your marketplace--and your marketplace

* is filled with consumers purchasing your products;

- * contains **multiple channels** through which you sell the consumer;
- * is where you realize your biggest, single expense--discounting...

...World. Author Kent Phillips is President of Fort Wayne, IN-based Data Bank USA, a **market research** firm dedicated to the accurate **tracking** of national beverage sales since 1979.

15/3,K/13 (Item 1 from file: 16)
 DIALOG(R)File 16:Gale Group PROMT(R)
 (c) 2005 The Gale Group. All rts. reserv.

09114060 Supplier Number: 79409125 (USE FORMAT 7 FOR FULLTEXT).
Don't leave it to luck.
 FAVELL, ANDY
 Computer Weekly, p26
 Oct 11, 2001
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Trade
 Word Count: 3273

... electronic office and the electronic document
 * The move to deal with customers and suppliers through **multiple channels**, in particular increasing reliance on the Internet
 * High levels of staff attrition.
 To all intents...pages of documentation and cost 45 consulting days.
 20 of which were dedicated to risk **assessment**.
 We were conscious from our **market research** that customers had concerns -- valid concerns -- as to the security of doing banking over the
 ...

15/3,K/14 (Item 2 from file: 16)
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08551715 Supplier Number: 73653487 (USE FORMAT 7 FOR FULLTEXT)
Reebok Reports Improved First Quarter 2001 Earnings.
 Business Wire, p2199
 April 26, 2001
 Language: English Record Type: Fulltext
 Document Type: Newswire; Trade
 Word Count: 1893

... momentum we began to realize towards the end of last year."
 "According to the independent **market research** firms that **track** the footwear industry, our Reebok Brand is gaining market share in several key markets around...

...the number of product offerings which include this technology and by offering these products in **multiple channels** of distribution," Fireman said.

"The newest member of our Reebok family is our exciting new...

15/3,K/15 (Item 3 from file: 16)
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07447551 Supplier Number: 62558158 (USE FORMAT 7 FOR FULLTEXT)

Who is the E-customer?; Identity parade.

Precision Marketing, p17

May 15, 2000

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 2240

... is the extent to which online spending really is incremental. For any business considering a **multi - channel** strategy, there has to be a concern about cannibalisation. That remains unanswerable for now, but...

...have just emerged from direct marketing data owners. At the same time, a number of **market research** organisations have been conducting **tracking** studies which are yielding important insights.

The Henley Centre has carried out a lot of...

...the most reliable and long-running research sources for information on E-customers is British **Market Research Bureau's Internet Monitor**, which has been around for at least five years. The four-monthly survey interviews 1...

15/3,K/16 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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07412632 Supplier Number: 62418118 (USE FORMAT 7 FOR FULLTEXT)

Claritas and NetRatings Collaborate to Provide New Internet Research for Targeted Marketing.

Business Wire, p1107

May 31, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 917

... to particular Internet destinations and will use high-quality Internet data as part of their **market research** and brand loyalty **assessments**. The new information will expose changes in behavior, loyalty, and response to content, to guide...

...rich menu of off-line behaviors associated with MicroVision Lifestyles. In the above example, a **multi - channel** retailer like Gateway might find further value in the knowledge that "Successful Singles" consumers are...

15/3,K/17 (Item 5 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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06480603 Supplier Number: 55126720 (USE FORMAT 7 FOR FULLTEXT)

Time Warner Cable Selects Experian for Database Marketing Solutions;

AnalytiX System Will Help Company Market New Cable Products.

Business Wire, p1292

July 12, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 520

... amounts of data from a variety of sources to perform market segmentation, customer and promotion **tracking**, profitability analysis and in-depth **market research** to drive strategic marketing decisions. The AnalytiX System includes a sophisticated marketing data mart, a...

...reliability and advanced telecommunications products and services. These products and services include new cable networks, **multiplexed** premium **channels**, new digital program tiers and pay-per-view options, high-speed online service through cable...

15/3,K/18 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05578388 Supplier Number: 48446417 (USE FORMAT 7 FOR FULLTEXT)
Boom In Opto Chips

Morrison, Gale
Electronic News (1991), p1
April 27, 1998
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 2060

... many customers, who in the case of telecom usually have deep pockets.

Strategies Unlimited, a **market research** firm in Mountain View, Calif., **tracks** optoelectronics. According to director Bob Steele, (semiconductor) diode lasers for telecom was a \$1.15...congregate, or disperse, fiber optic signals for transmission, or after transmission. They enable wave division **multiplexing** (WDM), and at 16- **channels** and above, "dense" WDM.

"If you don't know someone in the wave division multiplexing...

...Mr. Steele said. "Everybody had some kind of WDM component."

Lucent is readying an 80- **channel multiplexer**, which of course means there are 80, say, \$4,000 semiconductor lasers feeding into the...

15/3,K/19 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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04969321 Supplier Number: 47301175 (USE FORMAT 7 FOR FULLTEXT)
Grob & Co. Realigns to Form Grob Health & Science

PR Newswire, p0415NETU033
April 15, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 318

... the business of helping our clients deliver clear and consistent messages to their audiences through **multiple** communications **channels**. Now, as the newly integrated Grob Health & Science, we offer the tools to help them...

...sciences, and enabling technologies. But now, we offer streamlined access to such critical elements as **market research** and technology **assessment**, and the opportunity for clients to work with senior level,

experienced contributors," added Ellen Touart...

15/3,K/20 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

04958497 Supplier Number: 47285912 (USE FORMAT 7 FOR FULLTEXT)
MapInfo establishes business units to support new technologies and markets.
Business Wire, p04101329
April 10, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1079

... product management, in a pivotal role centralizing product management on a global scale. This encompasses **market research** to **track** trends and understand customer requirements, developing product strategy and developing specific product plans that in...

...The software has been translated into 19 languages and is sold in 58 countries through **multiple** distribution **channels**. MapInfo Corporation is on the World Wide Web at <http://www.mapinfo.com>. -0-
MapInfo...

15/3,K/21 (Item 9 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

02926154 Supplier Number: 43954316 (USE FORMAT 7 FOR FULLTEXT)
IBM PC Company Keeps IBM At Top Of Market 07/06/93
Newsbytes, pN/A
July 6, 1993
Language: English Record Type: Fulltext
Document Type: Newswire; General Trade
Word Count: 812

... a line that meets your needs for add- ons and options," Corrigan illustrated.

The new **TrackPoint II** is based on **market research** indicating the need for an integrated pointing device that is equally useful to left-handers...

...with Disney software.

The IBM business unit is also challenging the expansion of competitors into **multiple channels** with measures of its own, he said. The PS/1 can now be purchased at...

15/3,K/22 (Item 1 from file: 47)
DIALOG(R)File 47:Gale Group Magazine DB(TM)
(c) 2005 The Gale group. All rts. reserv.

02746536 SUPPLIER NUMBER: 00648740 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Business Users Find Great Need for Disk Utilities.
Rosenthal, S.
PC Week, v2, n36, p109
Sept. 10, 1985
ISSN: 0740-1604 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 686 LINE COUNT: 00053

... most often sold through mail order by the publisher.

Furthermore, the diffuseness of the distribution **channel** and the **multiplicity** of the vendors means that no one has a very good idea of sales.

According to William Coggshall, of Software Access, a **market - research** firm that **tracks** industry sales from both vendor and buyer sides of the transaction, even user surveys are...

15/3,K/23 (Item 1 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2005 The Gale Group. All rts. reserv.

05824900 SUPPLIER NUMBER: 76398486

Microenterprising and People with Disabilities: Strategies for Success and Failure. (Statistical Data Included)

Walls, Richard T.; Dowler, Denetta L.; Cordingly, Kimberly; Orslene, Louis E.; Greer, John D.

The Journal of Rehabilitation, 67, 2, 29

April-June, 2001

DOCUMENT TYPE: Statistical Data Included ISSN: 0022-4154

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 4735 LINE COUNT: 00476

... report of the business community's "disrespectful attitude" toward entrepreneurs with disabilities. Creating and managing **channels** of engagement among **multiple** agency partners and the person with disability can help to bridge the gap between a...

...baker, rug weaver, pool maintenance, pet sitter, locksmith, TV and VCR repair), but careful self- **assessment** is a recommended prerequisite.

Market research is a second step to success. Realistic expectations of the market may discourage or encourage...

19/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

02231670 Supplier Number: 25757070 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Issuers Graduate to the Risky, but Lucrative, College Market
(There is a large potential cardholder pool, for of the 9.2 mil students
enrolled in 4-yr colleges, 47% do not have credit cards)
Card Marketing, v 4, n 7, p 12+
July 2000
DOCUMENT TYPE: Journal ISSN: 1095-6263 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1671

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...a long-term relationship is ideal."

In fact, Eric R. Weil, managing parter of Student **Monitor** , a student
market research company in Ridgewood, N.J., says empirical data show
most college students still use their...

...and closer scrutiny by educational institutions.
In recent years, colleges have become more selective in **choosing** what
vendors are allowed to **display** their wares at athletic events, career
fairs, and other activities. College administrators complain that students
...

19/3,K/2 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

02097565 Supplier Number: 25612359 (USE FORMAT 7 OR 9 FOR FULLTEXT)
courting the consumer online
(Of Internet furniture shoppers, 30% came from the 25-34 and 30% from the
35-45-yr age groups, while 20% came from 45-54-yr-olds)
High Points, v 7, n 3, p 26
March 2000
DOCUMENT TYPE: Journal ISSN: 1074-293X (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 869

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...Internet for information before making that purchase. That's according
to Rosenthal & George, the furniture **market research** and consulting
firm that **monitors** the pulse of the industry by asking consumers about
their shopping experiences.

Who Shops Online...
...Rosenthal & George.

Asked how they became acquainted with a brand they purchased, most
consumers surveyed **identified** the store **display** (68 percent). What's
surprising is that advertising only accounts for 6 percent of consumers...

19/3,K/3 (Item 3 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

01962374 Supplier Number: 25434989 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Dilbert, Xoom.com Ink Viral Marketing Pact
(Xoom.com will offer letterheads capped by images from the popular Dilbert comic strip through a deal signed by the company's MightyMail unit)
DM News, v 21, n 35, p 21
September 20, 1999
DOCUMENT TYPE: Journal ISSN: 0194-3588 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 548

(USE FORMAT 7 OR 9 FOR FULLTEXT)

ABSTRACT:

...comic strip. MightyMail was touted by then-vice president Jody Sherman as a type of **market research** device capable of **tracking** new sign-ups and their links. Patterns emerging over time can allow Xoom's clients...

TEXT:

...and composition pages similar to those offered by Yahoo or Hotmail. But they also will **choose** one of several letterhead **designs** wrapping images of Dilbert or other popular characters and celebrities around messages -- in effect branding...

...and now holds the same title at Xoom.

Sherman pitched MightyMail as a sort of **market research** weapon. The system **tracks** new sign-ups, in addition to links clicked by both senders and recipients of e...

19/3,K/4 (Item 4 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

01277635 Supplier Number: 23902568 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Greeting Cards
(Sales of greeting cards through drug chains rose 1% in 1996, although sales through all drug stores were flat)
Drug Store News, v 19, n 9, p 112
May 19, 1997
DOCUMENT TYPE: Journal ISSN: 0191-7587 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1247

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...store channel, including chains and independents. Some industry insiders in this category (which is not **tracked** by **market research** firms) think those numbers may be optimistic for the drug channel, when independent and merger...
...paper stocks, special finishings, foils, embossing, die-cutting and attachments such as bows on Victorian- **design** cards.

To encourage shoppers to **select** more premium cards, AG started

showcasing special cards in 1996. A "Special and Unique" lucite...

19/3,K/5 (Item 1 from file: 13)
DIALOG(R)File 13:BAMP
(c) 2005 The Gale Group. All rts. reserv.

00887115 Supplier Number: 111532928 (USE FORMAT 7 OR 9 FOR FULLTEXT)
What do customers consider important in B2B websites?

Journal of Advertising Research, v 43, n 1, p 50
March 2003
DOCUMENT TYPE: Journal ISSN: 0021-8499 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 7255

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...in these broad perceptual constructs described in the next section.

Important perceptual constructs in website **design identified** in prior research

Personalization. Personalization in the context of a website involves treating each visitor...

...in a website can take many forms, including customer support activities (such as order status **tracking**, feedback options), **market research** activities (such as taking product surveys), personal choice helpers (such as key word searches, dealer...

19/3,K/6 (Item 2 from file: 13)
DIALOG(R)File 13:BAMP
(c) 2005 The Gale Group. All rts. reserv.

00827065 Supplier Number: 90648467 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Shifting innovation to users via toolkits.

Management Science, v 48, n 7, p 821
July 2002
DOCUMENT TYPE: Journal ISSN: 0025-1909 (United States)
LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 8192

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...modifications requested by users based upon learning by doing. In contrast, users can learn to **identify** and correct need-related **design** errors early, rapidly, and at a very low cost if they are equipped with an ...helpful to begin by selecting a hairstyle from a toolkit library. The goal is to **select** a **style** that has some elements of the desired look. Users can the proceed to develop their...

...your own computer" by making choices among lists of computer components on offer, such as **monitors** and disk drives.

Market research techniques conventionally used for product design such as multiattribute techniques and conjoint analysis have a...

...is complementary to the lead user approach in an interesting way. Some of the users **choosing** to employ a toolkit to **design** a product precisely right for their own needs will be "lead users," whose present strong...

19/3,K/7 (Item 3 from file: 13)

DIALOG(R)File 13:BAMP

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00588197 Supplier Number: 24370006 (USE FORMAT 7 OR 9 FOR FULLTEXT)

TMC(TM) Lab Reviews

(CenterPOINT accelerates customer interaction, contains time management tools, and provides a database for organization; NetLert's main function is a LAN-based messaging system)

Call Center Solutions, v 17, n 3, p 60-71

September 1998

DOCUMENT TYPE: Journal ISSN: 0730-6156 (United States)

LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2673

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...and combines Web data into the database.

In addition, MarketPOINT automates marketing strategies through scripted **market research**, customer satisfaction polls, lead **tracking**, literature fulfillment, teleservicing, customer service support, account management, credit and collection, fund-raising support and...
...their clients, too (Figure 4). They can choose whether or not to have a toolbar **displayed**, they can **choose** background colors and other formatting options, and they have a "reply" feature to send a...

19/3,K/8 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02863087 624771551

Three-dimensional plotting as a visualisation aid for architectural use

de Beer, Deon J; Barnard, Ludrick J; Booysen, Gerrie J

Rapid Prototyping Journal v10n2 PP: 146-151 2004

ISSN: 1355-2546 JRNL CODE: RPPT

WORD COUNT: 2587

...TEXT: as a key enabling technology in reducing the time to market for new products, by **identifying** possible **design** flaws prior to tooling and manufacturing, and is providing a common focus for multidisciplinary groups
...

...all the customer's requirements have indeed been addressed. It can also be used for **market research**, to **assess** acceptance of products by the general public.

Platform for integration

Functional prototypes normally involve individual...

19/3,K/9 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02722961 536101831

Innovativeness in the forest products industry

Hovgaard, Abra; Hansen, Eric

Forest Products Journal v54n1 PP: 26-33 Jan 2004

ISSN: 0015-7473 JRNL CODE: FPJ

WORD COUNT: 6307

...TEXT: undertake (Cooper and Kleinschmidt 1986, Juslin and Hansen 2002):

- * Idea generation
- * Initial screening
- * Preliminary market **assessment**
- * Preliminary technical **assessment**
- * Detailed **market research**
- * Business/financial analysis
- * Product development
- * In-house product testing
- * Customer product tests
- * Test market/trial...go another product level" (medium, Alaska, secondary). For some respondents, innovation was tied to product **design** .

Business systems

The way companies **choose** to do business, whether in the actual business practices or even the structure of the...

19/3,K/10 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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02569452 267246681

Beer branding in British and Czech companies: A comparative study

Lewis, Chris; Vickerstaff, Angela

Marketing Intelligence & Planning v19n5 PP: 341-350 2001

ISSN: 0263-4503 JRNL CODE: MIP

WORD COUNT: 6919

...TEXT: view of brand personality.

- * Promotion of brands (whether through advertising or other means).
- * Use of **market research** to **assess** customers' views of brand, and to refine positioning and promotion congruence.

During 1997 and 1998...of the positioning and personality of its brands. Advertising effectiveness and brand awareness are also **tracked** through **market research** .

Mansfield Brewery

Mansfield Brewery was founded in 1855 and is one of the larger regional... own tied outlets they represent members of a product range which enables the consumer to **choose** an appropriate strength and **style** of beer. Advertising and promotion are kept to a minimum both through cost/benefit issues...

19/3,K/11 (Item 4 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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02358705 118094435

Supply channels

Thilmany, Jean
Mechanical Engineering v124n5 PP: 56-58 May 2002
ISSN: 0025-6501 JRNL CODE: GMEE
WORD COUNT: 1858

...TEXT: New York City in February and sponsored by Daratech, the Cambridge, Mass., computer-aided engineering **market research** and technology **assessment** firm.

When Harbec was established as a contract tool and die and general machine shop...seek assurance that it won't be passed to a competitor; they'll send the **design** only to a trusted and **select** supplier.

They might choose a supplier that is nearby to avoid relying too much on...

19/3,K/12 (Item 5 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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02051637 57809840

The future on display

Dean, Joshua
Government Executive v32n9 PP: 95 Aug 2000
ISSN: 0017-2626 JRNL CODE: GOV
WORD COUNT: 792

...TEXT: computers, says Bob O'Donnell, research director for device technology at International Data Corp., a **market research** firm in Framingham, Mass.

Monitors are important, and now is the time to sit up and take notice of them...

...default monitor for its new line of Deskpro business workstations.

No matter what type of **display** you choose, how big should your monitor be? A 17-inch monitor is the standard offering for...

19/3,K/13 (Item 6 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01961983 46794716

Market-oriented behaviors within organizations: An individual-level perspective

Strieter, Jeffrey C; Celuch, Kevin G; Kasouf, Chickery J
Journal of Marketing Theory & Practice v7n2 PP: 16-27 Spring 1999
ISSN: 1069-6679 JRNL CODE: MTP
WORD COUNT: 7425

...TEXT: initiated. Firm-initiated market information, typically under the auspices of market research departments, involves formal **market research** including the increasingly important **assessment** of customer satisfaction. Key characteristics of firm-initiated information are the organization's high degree...those that are specific, affecting more closely circumscribed situations and outcomes.

These factors combine to **identify** two types of explanatory **style** : optimistic and pessimistic. Table I illustrates typical causal explanation responses associated with optimistic and pessimistic...

19/3,K/14 (Item 7 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
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01184609 98-34004

Touch and go

Rines, Simon
Marketing Week v18n48 PP: 57-60 Mar 1, 1996
ISSN: 0141-9285 JRNL CODE: MWE
WORD COUNT: 1568

...TEXT: wire-frame diagram of a standard kitchen is shown and the customer is asked to **choose** features. The **design** of kitchen units, work surfaces, tiles and electrical appliances can then be dropped in place... of-stock wines are not being displayed," says Dobson.

"It could also be used for **market research** -- to **monitor** the information people are accessing, and finding out whether it translates into sales. The Co...

19/3,K/15 (Item 8 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01158189 98-07584

Branding: A trend for today and tomorrow

Rooney, Joseph Arthur
Journal of Product & Brand Management v4n4 PP: 48-55 1995
ISSN: 1061-0421 JRNL CODE: JPB
WORD COUNT: 4010

...TEXT: the Journal of Marketing Management by Professor Peter Doyle of Warwick University: "A name, symbol, **design** , or some combination which **identifies** the product of a particular organization as having a substantial, differentiated advantage" (O'Malley, 1991...O'Malley, 1991; The Economist, 1988), companies which neglect their brands increase the risk.

Formal **tracking** method

Market research should be used to **monitor** consumers, competition, and changes in the environment that may affect a company's brand (O...

19/3,K/16 (Item 9 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01058239 97-07633

Buyer's Guide: Marketing & advertising agencies

Anonymous

Credit Union Management v18n7 PP: 24-29 Jul 1995

ISSN: 0273-9267 JRNL CODE: CUM

WORD COUNT: 3004

...TEXT: each facet of marketing is addressed, custom-tailored and satisfied. Quarterly and monthly newsletters, logo **design**, **select** employee group promotions, full-color printing, CASS-certified direct mailing services and computer-based training...the nation. Services include production, data enhancement, marketing plans, pricing analysis, purchasing lists and response **tracking** systems.

MemberTrends **Market Research** 13531 E. Ocotillo Road Scottsdale, AZ 85259 602/391 -0552, fax: 602/391 -0551 Contact...

19/3,K/17 (Item 10 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00785827 94-35219

Project 21: LEO, MEO or GEO?

Hess, Elizabeth

Satellite Communications v17n10 PP: 42-46 Oct 1993

ISSN: 0147-7439 JRNL CODE: SAC

WORD COUNT: 1910

...TEXT: requirement already established by Inmarsat for each system option, then to creatively formulate outline spacecraft **designs** and **identify** critical technologies. Stage two was to develop a detailed spacecraft design addressing all critical areas...in the same way as a cellular system.

One of the basic objectives of the **market research** effort has been to **assess** the sensitivity of potential users to the differing services characteristics for each satellite constellation, as...

19/3,K/18 (Item 11 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00682062 93-31283

Where to now in new product development research?

Craig, Angie; Hart, Susan

European Journal of Marketing v26n11 PP: 1-49 1992

ISSN: 0309-0566 JRNL CODE: EJM

WORD COUNT: 16890

...TEXT: the research presented in Ughanwa and Baker 5!, in which 15 of the research studies **identify** poor **design** ad Poor product development as two of the more powerful explanations behind Britain's poor...Hart and Service 37! report on the attitudes and opinions of company managers to product **design** , and **identify** the managerial orientations which are most consistent with successful performance. A "balanced" managerial orientation which...activities as detailed below 25!:

- (1) initial screening;
- (2) preliminary market assessment;
- (3) preliminary technical **assessment** ;
- (4) detailed market study/ **market research** ;
- (5) business/financial analysis;
- (6) product development;
- (7) in-house product testing;
- (8) customer tests...

19/3,K/19 (Item 12 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2005 ProQuest Info&Learning. All rts. reserv.

00573031 91-47382

Assessing Employee Dependent-Care Needs

Tchida, Margaret R.
HRMagazine v36n9 PP: 71-74 Sep 1991
ISSN: 1047-3149 JRNL CODE: PAD
WORD COUNT: 2910

...TEXT: taking place, the responses will be completely confidential, and a high response rate equals success.

Select a researcher. Survey **design** and the development of an instrument (either a questionnaire or focus group discussion guide) are...

...written survey, but a small employer may use focus groups similar to those used in **market research** to collect data.

Needs **assessments** are most often conducted through a written questionnaire. Self-administered surveys are usually the most...

19/3,K/20 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

10878244 Supplier Number: 110909350 (USE FORMAT 7 FOR FULLTEXT)
Formulating Optimal Marketing Strategies Or Class Organizations.
Business Wire, p5368
Dec 4, 2003
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 392

... N.C.--(BUSINESS WIRE)--Dec. 4, 2003

Top pharmaceutical and biotech companies increasingly rely on **market research** to **assess** the viability of new products and formulate optimal market strategies. Benchmarking research conducted by Best...

...research departments.

-- When asked to prioritize the relative impact of different marketing activities, benchmark partners **identified** the **design** and deployment of promotional activities as highest impact. Designed to further assist market research executives...

19/3,K/21 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

10113614 Supplier Number: 91658231 (USE FORMAT 7 FOR FULLTEXT)
Self-awareness: which medium achieves the greatest awareness? Does being aware of a particular product make people buy it? Market researchers are turning to new methods to assess the impact of advertising. (Special Report: Market Research).

Clegg, Alicia
Marketing Week, v25, n34, p39(2)
August 22, 2002
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1554

... a sub-conscious effect such as TV.

With doubt cast on the ability of awareness **tracking** to predict sales responses, **market research** agencies are under pressure to provide alternatives. But adopting another generic model based on, say...

...the market research agency NFO-BJM, says: "We have to get back to basics and **select** or **design** measurements that reflect the campaign's objectives."

Role play
A first step in developing more...

19/3,K/22 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

08910205 Supplier Number: 77257306 (USE FORMAT 7 FOR FULLTEXT)
Gems Screen.(evaluation of 22 color monitors)
NARAYANAMURTHI, KALPANA
PC World, v19, n9, p96
Sept, 2001
Language: English Record Type: Fulltext Abstract
Document Type: Magazine/Journal; General Trade
Word Count: 4283

... a Monitor Expensive?" on page 100.)

THE APPRAISAL PROCESS

ACCORDING TO RHODA ALEXANDER, director of **monitor** research at **market** research firm Stanford Resources--ISuppli, over 80 percent of current computer users surveyed would **choose** a **display** costing \$350 or less. In the past, that figure might have restricted the choice to... difference between the high- and low-priced models, anyway?

According to Rhoda Alexander, director of **monitor** research at **market research** firm Stanford Resources-ISuppli, the biggest factor determining a monitor's cost is the type...

19/3,K/23 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

08886926 Supplier Number: 76993310 (USE FORMAT 7 FOR FULLTEXT)
Banco Bital Takes Latin CRM Crown. (Company Business and Marketing)
Bank Technology News, v14, n8, p34
August, 2001
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 3718

... of an RSS area and the integration and automation of the information process generated.

3. **Design** of an RSS Unit.

4. **Identification**, establishment and analysis of parameters that allow for the generation of alerts to guard against...such as that adopted by Banco de Cr,dito del Per , which, through interviews and **market research** , **assesses** why clients closed accounts. Bital is creating a model that detects the behavioral patterns of...

19/3,K/24 (Item 5 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06279611 Supplier Number: 54414382 (USE FORMAT 7 FOR FULLTEXT)
Flat Panel Forecast: Stanford Resources Forecasts That the Worldwide Flat Panel Monitor Market Will More Than Double by the End of the Century. (Industry Trend or Event)
EDGE: Work-Group Computing Report, pNA
April 19, 1999
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 722

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...by examining the current supply and demand for all desktop computer displays, analyzing the global **display** environment, and **identifying** and discussing the companies involved in supplying FPD monitors worldwide. Stanford Resources' Vice President David...

...market and technology sectors. Stanford Resources provides a wide range of management consulting services, including **market research** and analysis; technology **assessment** ; market plan preparation; manufacturing process evaluation; and evaluation of intellectual property, including patents. Stanford Resources...

19/3,K/25 (Item 6 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06265602 Supplier Number: 54358375 (USE FORMAT 7 FOR FULLTEXT)

**Stanford Resources Forecasts That the Worldwide Flat Panel Monitor Market
Will More Than Double by the End of the Century.**

Business Wire, p1118

April 13, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 738

... by examining the current supply and demand for all desktop computer displays, analyzing the global **display** environment, and **identifying** and discussing the companies involved in supplying FPD monitors worldwide.

Stanford Resources' Vice President David...

...market and technology sectors.

Stanford Resources provides a wide range of management consulting services, including **market research** and analysis; technology **assessment** ; market plan preparation; manufacturing process evaluation; and evaluation of intellectual property, including patents. Stanford Resources

...

19/3,K/26 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

05036665 Supplier Number: 47394531 (USE FORMAT 7 FOR FULLTEXT)

GREETING CARDS

Symons, Allene

Drug Store News, p112

May 19, 1997

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1280

... store channel, including chains and independents. Some industry insiders in this category (which is not **tracked** by **market research** firms) think those numbers may be optimistic for the drug channel, when independent and merger...

...paper stocks, special finishings, foils, embossing, die-cutting and attachments such as bows on Victorian- **design** cards.

To encourage shoppers to **select** more premium cards, AG started showcasing special cards in 1996. A 'Special and Unique' lucite...

19/3,K/27 (Item 8 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

04021428 Supplier Number: 45844976 (USE FORMAT 7 FOR FULLTEXT)

**Stanford Resources releases annual market analysis and forecast on the
large screen information display market.**

Business Wire, p10090134

Oct 9, 1995

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 740

... product and marketing strategies by all technically oriented display companies. "Many new companies with developing **display** technology

choose to target the large screen **display** market, often with only a cursory awareness of the market size and industry structure. Given...

...sectors.

Founded in 1976, the firm provides a wide range of management consulting services including: **market research** and analysis; technology **assessment**; market plan preparation; manufacturing process evaluation; and evaluation of intellectual property, including patents. Its client...

19/3,K/28 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 The Dialog Corp. All rts. reserv.

39909138 (USE FORMAT 7 OR 9 FOR FULLTEXT)
MIFF EXPECTS TO GENERATE SALES OF RM2.5 BLN
becoming designers of their own furniture and selling them
BERNAMA THE MALAYSIAN NATIONAL NEWS AGENCY
January 05, 2005
JOURNAL CODE: FBNM LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 328

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... RM5.786 billion in 2003.
"To achieve the target, local furniture manufacturers should emphasise on **market research**, particularly **monitoring** market trends in terms of changing customers' tastes and requirements, and based on them, **identify** the appropriate **designs** for the middle and high price market segments at competitive prices," he said.
Last year...

19/3,K/29 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 The Dialog Corp. All rts. reserv.

24617559 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Self-awareness
MARKETING WEEK
August 22, 2002
JOURNAL CODE: FMWK LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1475

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... a sub-conscious effect - such as TV.
With doubt cast on the ability of awareness **tracking** to predict sales responses, **market research** agencies are under pressure to provide alternatives. But adopting another generic model based on, say...
... the market research agency NFO- BJM, says: "We have to get back to basics and **select** or **design** measurements that reflect the campaign's objectives."
Role play
A first step in developing more...

19/3,K/30 (Item 3 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

(c) 2005 The Dialog Corp. All rts. reserv.

13570452 (USE FORMAT 7 OR 9 FOR FULLTEXT)

In the Workplace: Computing management value

using takt time, workers can determine how to do the necessary work
BUSINESSWORLD (PHILIPPINES), p17

November 01, 2000

JOURNAL CODE: FBWP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 815

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... start from scratch? - Lone Ranger, Binan, Laguna

* The best way for you is to apply **market research** techniques to
assess employee attitude toward benefits. But before you do that, make
sure that the conditions are...

... to do is to stick with what you can afford and allow the employees -
cafeteria **style** - to **choose** the applicable benefits for them.

It's advisable for you to get a consulting firm...

19/3,K/31 (Item 4 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2005 The Dialog Corp. All rts. reserv.

01229182 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Stanford Resources Forecasts \$4 Billion Worldwide Flat Panel Monitor
Industry by the Year 2000**

BUSINESS WIRE

March 24, 1998 15:54

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 616

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... breakdown of current supply and demand for all computer displays,
an analysis of the global **display** environment and **identification** and
discussion of the companies involved in supplying FPD monitors worldwide.
Stanford Resources' Vice President...

... sectors. Founded in 1976, the firm provides a wide range of
management consulting services including: **market research** and analysis;
technology **assessment** ; market plan preparation; manufacturing process
evaluation; and evaluation of intellectual property, including patents. The
company...

19/3,K/32 (Item 1 from file: 47)

DIALOG(R)File 47:Gale Group Magazine DB(TM)

(c) 2005 The Gale group. All rts. reserv.

04692034 SUPPLIER NUMBER: 19134582 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Is an LCD monitor in your future? Prices are shrinking, screens growing.

(Hardware Review) (Evaluation)

Arar, Yarden

PC World, v15, n3, p72(2)

March, 1997

DOCUMENT TYPE: Evaluation

ISSN: 0737-8939

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 840 LINE COUNT: 00065

... you want to view movies from a forthcoming DVD drive, you'll be best off **choosing** a **display** that has a response time of 100 milliseconds or less. Some monitors that don't...

...inch LCDs will drop to the \$1600-to-\$1800 range, according to Stanford Resources, a **market research** firm that **tracks** displays.

For now, larger LCD monitors are finally available for anyone whose job requires more...

19/3,K/33 (Item 1 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)
(c) 2005 The Gale Group. All rts. reserv.

00285865 SUPPLIER NUMBER: 111532928 (USE FORMAT 7 FOR FULL TEXT)

What do customers consider important in B2B websites?

Chakraborty, Goutam; Lala, Vishal; Warren, David
Journal of Advertising Research, 43, 1, 50(12)
March, 2003

ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 7452 LINE COUNT: 00703

... in these broad perceptual constructs described in the next section.
Important perceptual constructs in website **design identified** in prior research

Personalization. Personalization in the context of a website involves treating each visitor...

...in a website can take many forms, including customer support activities (such as order status **tracking**, feedback options), **market research** activities (such as taking product surveys), personal choice helpers (such as key word searches, dealer...

19/3,K/34 (Item 2 from file: 75)

DIALOG(R)File 75:TGG Management Contents(R)
(c) 2005 The Gale Group. All rts. reserv.

00203068 SUPPLIER NUMBER: 19755579 (USE FORMAT 7 FOR FULL TEXT)

Resources for research and pedagogy on new product development processes.

Rao, Vithala R.
Journal of Marketing Research, v34, n1, p185(8)
Feb, 1997

ISSN: 0022-2437 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 6477 LINE COUNT: 00544

... development (R&D), strategy, and entrepreneurship. Although internal NPD stages, such as opportunity and market **identification**, **design** and testing of concepts and products, and launch strategies, are crucial for successful NPD, a...NPD process and structuring of the material is structured around the decomposed processes of opportunity **identification**, **design** process, testing and improving new products, product introduction, and implementation of the NPD process. Although...NPD to the context of the organization, concept testing, perceptual analysis, conjoint analysis, researching and **monitoring** consumer markets, industrial **market research**, and house of quality. These notes describe the essential aspects of various NPD methods in...

...NPD topics of structuring, managing, forecasting, and implementing. It

includes a detailed discussion on the **identification** of market turbulence and organizational **design** that can have an impact on NPD. Thomas emphasizes the managerial aspects of NPD more...obtained from these research methods typically have been employed in such decision areas as the **identification** of product opportunities; **design**, positioning, and testing of concepts and products; the pretesting and testing of the viability of...

19/3,K/35 (Item 3 from file: 75)
DIALOG(R)File 75:TGG Management Contents(R)
(c) 2005 The Gale Group. All rts. reserv.

00175727 SUPPLIER NUMBER: 16437954 (USE FORMAT 7 FOR FULL TEXT)
An efficiency criterion for marketing design.
Wernerfelt, Birger
Journal of Marketing Research, v31, n4, p462(9)
Nov, 1994
ISSN: 0022-2437 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 9311 LINE COUNT: 00751

... buyer better off, the current marketing design is inefficient. Of course, a nontrivial amount of **market** research is needed to **assess** this. In principle, however, the criterion suggests that another marketing design be adopted if all...comparing very different marketing designs. The criterion does not enhance our ability to optimize given **designs** by, for example, **choosing** between prices or advertising campaigns. For these questions, we have known, unidimensional metrics (e.g...

19/3,K/36 (Item 4 from file: 75)
DIALOG(R)File 75:TGG Management Contents(R)
(c) 2005 The Gale Group. All rts. reserv.

00136366 SUPPLIER NUMBER: 08049130 (USE FORMAT 7 FOR FULL TEXT)
Third annual 1990 directory of human resources services, products and suppliers. (directory)
Personnel, v67, n1, p41(109)
Jan, 1990
DOCUMENT TYPE: directory ISSN: 0031-5702 LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
*WORD COUNT: 86570 LINE COUNT: 10071

... of programs to public and private employers, unions, associations, and managed healthcare groups. Our unique **design** employs a national network of **select** optometrists to provide the highest quality, most comprehensive program at a substantial value.
Lawrence Davis...949-5013;
800-521-5013
Contact: Judy DeLapa, President
High-Impact Communication Services
provides needs **assessments**, training
consultation, **market research**, sales support, and
business-to-business writing services to
progressive companies nationwide. For help
with...E. Lewis, Ph. D., Project
Director

No. of Employees: 3
Strategic Edge conducts job analyses,
identifies critical position competencies, **designs**
questionnaires and surveys, performs
multivariate statistical analyses, provides training
on how to conduct organizational research...

19/3,K/37 (Item 1 from file: 88)
DIALOG(R)File 88:Gale Group Business A.R.T.S.
(c) 2005 The Gale Group. All rts. reserv.

07203790 SUPPLIER NUMBER: 132870768
**Developing effective prevention services for the real world: a Prevention
Service Development Model.**
Sandler, Irwin; Ostrom, Amy; Bitner, Mary Jo; Ayers, Tim S.; Wolchik,
Sharlene; Daniels, Vicki-Smith
American Journal of Community Psychology, 35, 3-4, 127(16)
June, 2005
ISSN: 0091-0562 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 11271 LINE COUNT: 00947

... terms of expected customer outcomes and basic value propositions
can be further developed. More detailed **market research** to **assess**
market size and potential demand for the service will also be carried out.
At this...to identify the components that are most likely to affect
these mediators. In addition, experimental **designs** can be used to
identify the effects of specific program components (West & Aiken, 1997).
For example, improved parental warmth and...

19/3,K/38 (Item 1 from file: 141)
DIALOG(R)File 141:Readers Guide
(c) 2005 The HW Wilson Co. All rts. reserv.

04543409 H.W. WILSON RECORD NUMBER: BRGA01043409 (USE FORMAT 7 FOR
FULLTEXT)
Screen gems.
AUGMENTED TITLE: tests of 22 new displays
Narayanamurthi, Kalpana.
PC World v. 19 no9 (Sept. 2001) p. 96-106
WORD COUNT: 4068

(USE FORMAT 7 FOR FULLTEXT)

TEXT:
... a Monitor Expensive?" on page 100.)

THE APPRAISAL PROCESS
ACCORDING TO RHODA ALEXANDER, director of **monitor** research at **market
research** firm Stanford Resources--ISuppli, over 80 percent of current
computer users surveyed would **choose** a **display** costing \$350 or less. In
the past, that figure might have restricted the choice to...difference
between the high- and low-priced models, anyway?

According to Rhoda Alexander, director of **monitor** research at
market research firm Stanford Resources--ISuppli, the biggest factor
determining a monitor's cost is the type...

1 19/3,K/39 (Item 2 from file: 141)
DIALOG(R)File 141:Readers Guide
(c) 2005 The HW Wilson Co. All rts. reserv.

03545486 H.W. WILSON RECORD NUMBER: BRGA97045486 (USE FORMAT 7 FOR
FULLTEXT)

Is an LCD monitor in your future? Prices are shrinking, screens growing.

Arar, Yarden.

PC World v. 15 (Mar. 1997) p. 72+

WORD COUNT: 839

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

... you want to view movies from a forthcoming DVD drive, you'll be
best off **choosing** a **display** that has a response time of 100
milliseconds or less. Some monitors that don't...

...inch LCDs will drop to the \$1600-to-\$1800 range, according to Stanford
Resources, a **market research** firm that **tracks** displays.

For now, larger LCD monitors are finally available for anyone whose
job requires more...

?